

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



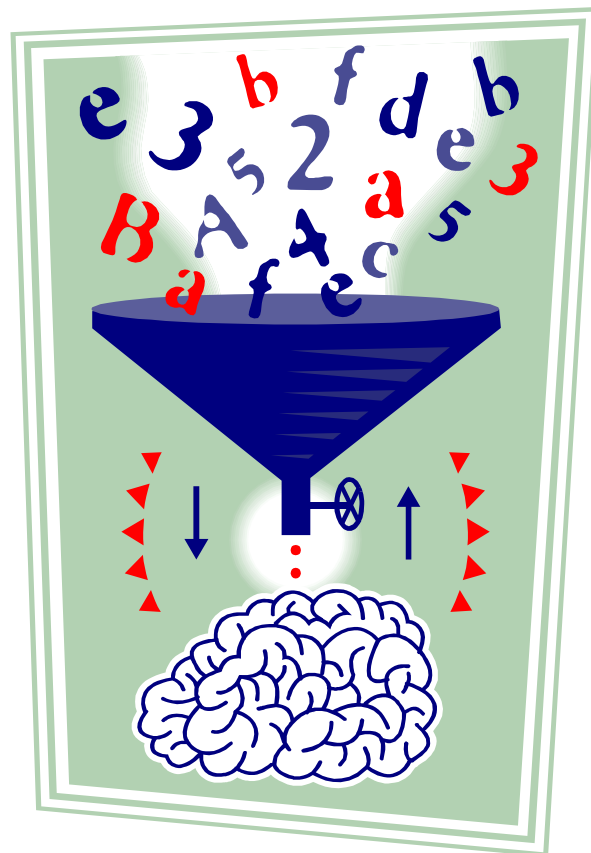
Part 3 Analysis & Recommendations

Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Wheatland County Data shows about the same problem with DUI crashes with injuries than Montana does. In 2008, Wheatland County had a rate at 185.96 crashes per 100,000 and Montana had a rate of 170.11 per 100,000. Both rates fell, with Wheatland county experiencing low DUI crashes with injuries in 2009, 2011 and 2012. From 2008 to 2012, we saw a decrease at both the state level and in Wheatland County.

In Table 3, the data shows that from 2008 to 2012, the average of Wheatland County's alcohol related crashes with fatalities was a bigger problem than the state average. The average number of alcohol related fatalities was 18.23 per 100,000 in Wheatland County and 8.60 per 100,000 for the state average. From 2008 to 2012, there was an increase in DUI crash fatalities.

Wheatland County had zero crashes involving American Indians from 2008 to 2011.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem seems to be about the same, with Wheatland county data slightly higher in 2008 and 2010, but lower in 2012. In 2008, Wheatland students were 2% higher than the state average for all grades. In 2010, Wheatland County saw a decrease in 10th and 12th graders drinking and driving, although still higher than the state average by 2%. In 2012, most significantly was the average for Wheatland County. It revealed that 5.8% of students reported drinking and driving while 9.3% of Montana teens reported drinking and driving. It is also important to note that both county and state data for all grades dropped from 2008 to 2010 for both Montana and Wheatland County.

In Montana, Native American teens are more like likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, the overall trending averages from 2008 to 2012 show more Wheatland County teens rode in a car with a drunk driver than the state average, making it a bigger problem. The data shows a substantial decrease in Wheatland students riding in a car with a drunk driver from 2008 to 2012. In 2008, the percentage of 12th graders was 56.3%. That decreased to 31.8% in 2010 and finally to 22.5% in 2012. Montana also saw an overall decrease.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the native American averages, but they are decreasing at a faster rate.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Wheatland County has seen decreases in most areas involving youth. Although parts of alcohol related statistics are dropping, the number of DUI Crashes with fatalities continues to go up. Fewer students are riding in cars with drivers who have been drinking and fewer teens are drinking and driving themselves. This may lead to looking to adult data and seeing why we are continuing to see DUI crashes with injuries rise.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Wheatland County was reportedly the same as it was in Montana in 2008 and 2010. In 2012, Wheatland county teens reported binge drinking 5% less than Montana teens. This trend allows me to say that the binge drinking is a smaller problem in Wheatland County than in Montana overall. In 2012, Wheatland County had an average on 15.0% of teens who binge drank and Montana had an average of 21.2%

Looking at table 12, there is no state data on American Indians binge drinking and Wheatland County saw an average rate go from 55.6% in 2008 down to 50% in 2010.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there is no Wheatland County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. What is important to note, is that while we have seen decreases in all student data mentioned so far, the same is not true for Adult Binge Drinking. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between adults and DUI Crashes with fatalities and the state binge drinking rates.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Wheatland County's underage drinking problem seems to be about the same as the overall state. When looking at underage drinking, both Montana and Wheatland County saw definite decreases across the board. Wheatland County's averages for underage drinking were 41.5% in 2008, compared to 38.4%. In 2010, it was 34.1% in 2010, compared to the state average of 35.0. In 2012, Wheatland saw its lowest numbers at 34.6% while Montana raised 0.1% to 35.1%

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The prescription drug problem in Wheatland County is a bigger problem than that of Montana. In 2010, 9% of Wheatland County students used prescription drugs while only 4.0% of Montana teens did. Both Montana and Wheatland County saw a decrease in use, with 4.3% of Wheatland teens using 2012 and 3.5% of Montana teens.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The consumption data for Wheatland is very positive. For teen data, there has been a decrease in every category researched. Although the rates are higher than the state average, we are seeing positive data out of Wheatland County. Again, this draws the question, why are we seeing a rise in alcohol related fatalities?

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Wheatland County's problem of perceived disapproval towards alcohol and drug abuse is slightly bigger than that of Montana's. Looking at the data for 2008, Wheatland County had fewer students perceive that their parents would disapprove of drug or alcohol use at 72.7%. Montana's average for the same time period was 80.3%. The data trends positively so more students perceived that their parents would disapprove of use. In 2012, there were 79.6% of Wheatland students and 81.8% of Montana students.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, it shows that Wheatland County has a smaller problem when it comes to peer disapproval of use. Wheatland County trended a higher disapproval of use among peers, going

from 63.5% in 2008 to 69.1% in 2012. Montana's numbers for the same data were 55.8% and 66.7%. These are positive results in that more teens feel like their peers disapprove of drug and alcohol use.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Wheatland County has about the same of a problem than the state overall in students who believe it is wrong to drink alcohol. The numbers were worse for Wheatland County in 2008 but climb significantly to be even with the state in 2012, sitting at 64.1% for county data, and 61.0% for state data.

When looking at the percentage of students who believe it is cool to drink alcohol regularly, Wheatland County has a smaller problem than the state with 14.8% of students believing it is wrong to drink compared to 23.5% of Montana students.

In Table 28, trending data for Wheatland County shows more students perceive risk of having 1-2 alcoholic beverages every day in 2012 than they did in 2008. Wheatland County also had a higher percentage of students perceiving risk of harm than Montana in 2012. Seventy-one percent of county perceived risk compared to 64.1% of Montana students.

Table 29 also shows that from 2008 to 2012, more students in Wheatland County perceived the harm of binge drinking every weekend. In 2008, 67.7% perceived harm while 80.6% did in 2012. Montana student data also portrayed an overall increase.

Table 30 shows that fewer students in Wheatland County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all years for all grades. The overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Wheatland County has a smaller problem than the state when researching perceived risk/ harm of use.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Looking at the trending data from 2008 to 2012, there are positive results for Wheatland County. It shows that Wheatland County has a smaller problem centered on family communication with drugs and alcohol abuse. Initially, only 38.8% of Wheatland students talked to their parents in 2008. That rose to 55.3% in 2010 and 64.1% in 2012. The state did not see as big of an increase, showing percentages of 62.1, 59.8, and 61.0. This was an overall decrease in family communication for the state.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Wheatland County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. This equates to a bigger problem. The mindset that "alcohol doesn't contribute to any problems" only adds to alcohol becoming more socially acceptable.

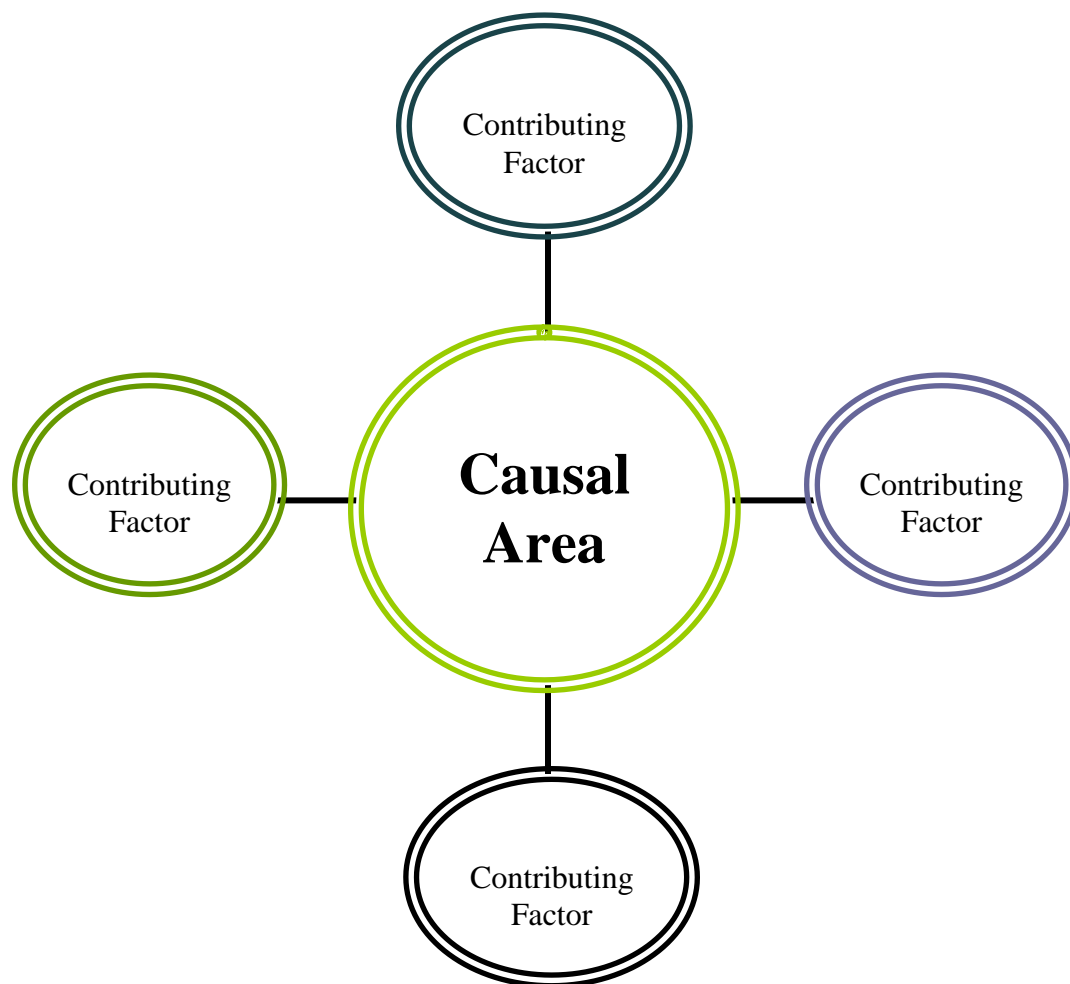
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Wheatland County has seen very positive results come from the risk data. Most data has trended in decreases, which is very good. The community is affected positively and Wheatland County would like to see DUI crash data decrease in the future.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

There were no compliance checks conducted in Wheatland County from 2005 to 2012.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

There were no compliance checks conducted in Wheatland County from 2005 to 2012. Without compliance checks, servers can become complacent in carding individuals and making sure they are not over-serving. Youth access to alcohol and over-service can lead to drinking and driving and binge drinking.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There is very little data on Wheatland County's "Let's Control It" classes. State records show that there was a training held in 2011 with ten servers trained. With its close proximity to Billings, many servers might be traveling to Billings to attend RBSS trainings. Servers may also be taking other approved classes or participating in an online course. Without accurate data, it is hard to make correlations between turn-over rate and liquor license growth. However, untrained servers are more likely to serve to minors and over-serve because they are not familiar with proper carding techniques and over-service laws.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are not regularly scheduled. Without regularly scheduled RBSS trainings, servers may not be trained within their 90 day grace period from date of hire. These servers may be complacent and unfamiliar with carding techniques. This can lead to selling to minors. They may also be unfamiliar with state laws that allow them to be held civilly liable if they over-serve patrons who may later be involved in a crime while intoxicated as a result of over-service and binge drinking.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Wheatland County to other counties in Montana, there is an average amount of liquor establishments for its population. But we do know most of our student alcohol statistics are not improving with positive effects. However, we know that adult binge drinking and DUI crashes with fatalities are on the rise. This could be because servers are over-serving their patrons and they are driving home drunk. Law Enforcement does not keep up on compliance checks so servers could also be serving minors. In Wheatland County, 65.3% of students felt it would be easy to obtain alcohol. This percentage may reflect the problems in Wheatland county surrounding retain availability.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

This is a **7** because retail availability is of the most concern when it comes to over-serving. Many establishments do not understand they play a vital role in making sure patrons do not leave the bar intoxicated. Bartenders are also vital in making sure minors are not buying alcohol, either with a fake ID or no ID at all.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

There are high conviction rates in Wheatland County. Records indicate there is an average conviction rate of 82.8%. Open container citations have a 100% conviction rate and MIP citations have a 85% conviction rate.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There are no specific crimes that have a noticeably different conviction rate. The conviction rates are all fairly high.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Due to a small department there are no special efforts being made to address binge drinking and drinking and driving.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Wheatland County deputies are not conducting safety spot checks or compliance checks. These are environmental prevention efforts that can deter individuals from drinking and driving. If implemented, there may be a decrease in drinking and driving and binge drinking.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no ordinances in Wheatland County that would combat alcohol related problems.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

There is not a social host ordinance within the county or in the towns. This could potentially stop minors who choose to have underage drinking parties.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions**QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

When looking over all the data, a large contributing factor to the DUI problem in Wheatland County is that there is a lack of enforcement due to shortage of manpower. Without manpower, agencies are not always able to patrol in high DUI areas and have a police presence. Law Enforcement is also not conducting regular compliance checks.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5 6 7 8 9 10
Major impact

5, Currently, law enforcement is not participating in any special efforts to combat alcohol related issues. There could be more saturated patrols, safety spot checks, and compliance checks. Local law enforcement want to do these things, unfortunately this takes money and manpower. It would be productive to work with neighboring counties and towns to form a multi-jurisdictional Alcohol Enforcement team in Central Montana.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Wheatland County, more students believe they would get caught by their parents than the police. Compared to state averages, about the same amount of students in Wheatland County thought they would get caught by their parents as the state average in 2012. There was an overall decrease in the amount of students who felt like they would be caught by their parents or police from 2008 to 2012.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Local data reveals that more students feel it is wrong to use alcohol and 82.7% of students felt that they would get caught by their parents if drinking. There has also been a consistent decrease in student drinking and perception of harm for binge drinking. Knowing that there have been zero compliance checks completed in Wheatland County and these rates are still decreasing, it is safe to say that students are most likely not getting alcohol from social events. While there are numerous community events with alcohol sponsorship, it does not seem to be contributing to youth access to alcohol, but is contributing to the adult alcohol issues,

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

7, Social Availability most likely contributes to binge drinking and drinking and driving in Wheatland County. These community events are not policed well and are centered on alcohol use. It is hard to identify to what extent social availability contributes to underage access to alcohol because there are no compliance checks telling us if they are getting it from retail establishments. Local law enforcement feels that parents often allow their children to use alcohol because it is not drugs and they do not see it as an addiction. Adult binge drinking rates are high, so the data could be interpreted that these large social events are where adults often binge drink and then drive home.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For a county of its size, Wheatland County ranks towards the top for bars per capita. However, only 5.6% of buildings on a busy street advertise alcohol. There were no billboards that advertised alcohol. Proportionate to its size, there are excessive alcohol advertisements and promotional event advertisements in print media. Data shows that on a selected week, there was at least one advertisement promoting an alcohol center event. For a smaller community, that means that at least once a week, people are gathering to drink alcohol. Advertising works to draw individuals in. If residents see weekly advertisements, it no longer becomes a special event, it becomes the norm.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

If the community becomes accustomed to repeatedly seeing alcohol advertised and seeing it the newspaper and on billboards, it becomes the social norm and is expected and accepted. This attitude can lead to binge drinking. Being a rural community with no public transportation, people are driving to these events and then driving home intoxicated.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There were proportionately less news articles related to alcohol than advertisements. This glamorizes alcohol and it is consistently seen in a positive light through advertising. When alcohol is so socially accepted, it can lead to an increase in binge drinking and drinking and driving.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Community Events in Harlowton are often sponsored by alcohol companies or taverns. These events often draw many people to drink a lot and drive home. The promotion of such events adds to the socially acceptable culture in Wheatland County. We know that advertising works, therefore it is successful in marketing to youth and marketing to adults who attend these events to drink.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

Major impact

0 1 2 3 4 5 6 7 8 9 10

5. When looking at all the other causal areas and how they work with or against one another, we know that in Wheatland County, social availability and retail availability can become issues at community events such as rodeos and brandings. Although these events are often promoted by word of mouth, there is a certain culture about them. Whenever bars are sponsors of events, it is a given there will be alcohol there. This plays into the mentality that in Montana, alcohol goes with every activity. This is the social norm we are wanting to change.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Wheatland County, the schools feel that by unifying the students and encouraging pride in their school, they are able to combat teen alcohol and drug use. In Harlowton, sports play a large part in the students' lives. There are strict policies that mandate athletes and other school participants cannot use drugs or alcohol. These policies are enforced. Consequences for using drugs or alcohol can range from detention to suspension.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6 7 8 9 10 Major impact

2. Schools are working hard to get the message out about the consequences of drugs and alcohol. There are policies in place to encourage kids to remain drug and alcohol free and these policies are strictly enforced.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

There are currently no medical interviews done to accurately answer this question.

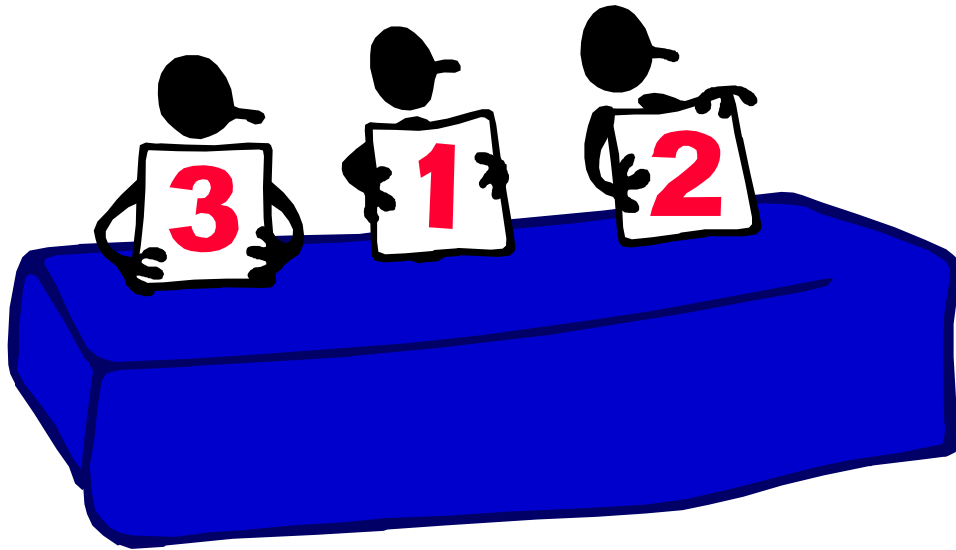
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

There are currently no medical interviews done to accurately answer this question. This will be updated as soon as that information is available.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	2	Retail Availability
5	3	Criminal Justice
7	1	Social Availability
5	4	Promotion
2	5	School Policies
n/a	n/a	Prescription Drugs

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social Availability is the biggest issue that needs to be addressed in Wheatland County. We need to work on making sure youth are not obtaining alcohol from family or friends over 21. The second issue to address is retail availability. Every effort needs to be made by alcohol establishments to make sure they are not selling to minors or over serving patrons. Next, criminal justice because law enforcement play a vital role in prevention efforts. There needs to be more a more proactive approach in patrolling for DUI's and conducting compliance checks. Promotion plays a role in creating the drinking culture in Wheatland County but not to the extent that retail availability and criminal justice play. School policies were ranked last because there are already school policies in place that are enforced and prescription drug abuse was not ranked as there is currently not enough local data collected to accurately rank it at this time.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Local data shows that parents believe they would rather have their kids drink than use drugs and that it is not seen as an addiction or cause problems. If parents are allowing their kids access to alcohol or giving other youth access to alcohol, this could cause an increase in drinking and driving and binge drinking. Social Availability needs to be the primary focus of prevention efforts in Wheatland County. Retail Availability will also be targeted to collect further statistics on why DUI crashes with injuries and adult binge drinking are increasing. If we can educate servers on responsible selling, we may see a decrease in drinking and driving and binge drinking. Patrons will not be able to drive away from the establishment intoxicated. This may also curb binge drinking if patrons are not allowed to purchase five or more drinks in a single setting.